

Dear Friends from Secondary Schools (in BCC),

The College of Business at City University of Hong Kong would like to thank you for your caring of our future business leaders and professionals. To keep you abreast of the latest business and education trends, you are cordially invited to attend a sharing session conducted by our leading business scholars – **Business and Education Trends of the 21<sup>st</sup> Century**. We are honoured to have **Ms Elsa Kwok (郭詠琴)**, Director of KWK Asia Limited (she is also an experienced journalist and renowned news anchor in Hong Kong) to deliver the keynote speech of the seminar.

Below are the details of the seminar for your information.

Date: 14 Oct 2017 (Sat)

Time: 12:30pm – 2:45pm

Venue: Room 8-210, 8/F, Lau Ming Wai Academic Building

Language: Cantonese and English

Participants: secondary school principals, teachers and students (a max of 5 seats are reserved for your school)

Tentative Rundown:

Time	Activity
12:15pm – 12:30pm	Registration
12:30pm – 12:35pm	<b>Welcome Speech</b> <i>Professor Houmin Yan, Dean of College of Business</i>
12:35pm – 12:50pm	<b>Keynote Speech</b> <i>Ms Elsa Kwok, Director of KWK Asia Limited</i>
12:50pm – 1:00pm	<b>Today's Accountants</b> <i>Dr Raymond Wong, Department of Accountancy</i>
1:00pm – 1:10pm	<b>FinTech</b> <i>Professor Yue Ma, Department of Economics and Finance</i>
1:10pm – 1:20pm	<b>Smart Business: Careers of the Future</b> <i>Professor Jian Ma, Department of Information Systems</i>
1:20pm – 1:30pm	<b>Seeing Trends in Analytics</b> <i>Dr. Long Wang, Department of Management</i>
1:30pm – 1:40pm	<b>Tools from Ideas to Reality</b> <i>Dr. Wu Jing, Department of Management Sciences</i>
1:40pm – 1:50pm	<b>Quants - Rocket Scientists of Wall Street</b> <i>Dr. Tao Li, Department of Economics and Finance</i>

1:50pm – 2:00pm	<b>Global Exposure, Global Career</b> <i>Dr. Maggie Dong, Department of Marketing</i>
2:00pm – 2:10pm	<b>We Raise You Up in Marketing</b> <i>Mr. Alex Tham, Department of Marketing</i>

\* Light buffet lunch reception after seminar

Attached is the e-invitation card for your information. R.S.V.P at <http://go.cityu.hk/dv3jex>.

Should you have any question, please do not hesitate to contact Miss Kitty Kwok (34426517 / [kitty.kwok@cityu.edu.hk](mailto:kitty.kwok@cityu.edu.hk)).

Best regards,

Leung Hon Wing

Admissions Tutor and Deputy Programme Leader

BBA Global Business and BSc Computational Finance

College of Business

City University of Hong Kong



Professor Houmin Yan  
Dean of the College of Business, City University of Hong Kong  
cordially requests your presence at the

***Business and Education Trends of the 21st Century***

on 14 Oct 2017 (Saturday)  
at 12:30pm at Room 8-210, 8/F, Lau Ming Wai Academic Building  
City University of Hong Kong

Lunch reception after seminar. R.S.V.P at <http://go.cityu.hk/dv3jex>

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**Topics to be Covered**

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Welcome Speech	<i>Professor Houmin Yan, Dean of College of Business</i>
Keynote Speech	<i>Ms Elsa Kwok, Director of KWK Asia Limited</i>
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FinTech	<i>Professor Yue Ma, Department of Economics and Finance</i>
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